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PAGE 01 STATE 164321

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7/25/74 4678
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TO AMEMBASSY TOKYO

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E.O. 11652: N/A
TAGS: BEXP, JA
SUBJECT: GLOBAL MARKET RESEARCH; AVIONICS AND AVIATION SUPPORT EQUIPMENT

REF: TOKYO JULY 12 TRANSMITTAL OF NICHIBEI MID-TERM REPORT

1. GENERALLY PLEASED REF SUBMISSION AND WELCOME ACCOMPANYING VOLUNTARY REPORT ON BRITISH TRADE SHOW. FOLLOWING COMMENTS SHOULD PROVE HELPFUL TO CONTRACTOR IN FINAL REPORT PREPARATION.

2. INTENDED CONTRACTOR SHOULD CALCULATE FOR 1974 A MORE UP TO DATE EXCHANGE RATE THAN SPECS SHOWED FOR 1973. 280-285 ACCEPTABLE; CONTRACTOR SHOULD COMPUTE RATE IN ACCORDANCE WITH INSTRUCTION SPECIFICATION APPENDIX A-1 SECOND PARA, EXPLAIN BASIS, AND USE CONSISTENTLY THROUGHOUT REPORT FOR 1974 AND PROJECTED DATA.

3. DRAFT OF TABLE 3 (SHOULD BE SO IDENTIFIED IN FINAL REPORT) INDICATES DATA "COMPUTED FROM" MINFIN STATISTICS, ON SITC BASIS. WOULD EXPECT SEE ACTUAL JAPAN VERSION SITE BREAKOUT

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CORRESPONDING TO WORD DESCRIPTION IF RAT SITC FIGURES USED, OR

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INDICATION METHOD NICHIBEI USED TO COMPUTE FROM OFFICIAL STATISTICS. IN EITHER CASE, RQUEST CONTRACTOR FURNISH PHOTOCOPIES RELEVANT OFFICIAL FIGURES PER SPEC 1.23.06.

4. DISMAYING INDICATIONS MARGINAL SALES POTENTIAL FOR SEVERAL CATEGORIES AVIATION SUPPORT EQUIPMENT IN DRAFT TABL 4 (SO IDENTIFY IN REPORT) DO APPEAR CONSISTENT WITH DOMESTIC/IMPORT SOURCES RATIOS IN FOLLOWING COLUMNS. EXPCT ACCOMPANYING TEXT (SPEC 3.23.01) WILL ELABORATE. #HOWEVER, ALSO HOPE FINAL REPORT WILL REFLECT EXCEPTIONS IN EACH "MARGINAL" CATEGORY--INDIVIDUAL EQUIPMENT ITEMS HAVING GOOD OR EXCELLENT SALES POTENTIAL--WHICH IDENTIFIED AND EXPLAINED IN THE TEXT IN ACCORDANCE 3.23.02.

5. WHILE IT USEFUL TO HAVE NICHIBEI THOROUGH TREATMENT BRITISH EXHIBITION AS SEPARATE REPORT, WOULD EXPECT CONTRACTOR TO CRANK INTO RESEARCH PROPER THOSE FINDINGS RELEVANT TO SPECIFICATION QUESTIONS. FOR EXAMPLE, MANY OBSERVATIONS UNDER BRIT SHOW REPORT SECTION VII., MARKET APPROACH, WARRANT INCLUSION IN BODY RESEARCH STUDY UNDER SPEC 3.25PQ AND 3.51.01. IN PARTICULAR, JAPANESE GOVERNMENT APPARENT REQUIREMENT FOR OFFSET ARRANGEMENTS FOR OFFICIALLY PURCHASED AVIONICS (BRIT SHOW REPORT P.11, "REST-RICTION ON SALE") SHOULD BE THOROUGHLY TREATED IN THE PRIMARY RESEARCH REPORT.
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